

# EEMA 2010

## *Re-invigorating a 'good' Youth Exchange Program*

September 4, 2010  
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D5370 in Alberta, Canada



**How did a good program become  
reinvigorated in D5370?**



# We had a BGO!



**We had a blinding  
glimpse of the  
obvious!**



# What caused our BGO?

- It was a result of a strategic evaluation of our program.
- SWOT analysis



# What we found...

- Despite our best efforts our results were random
- Increased focus on training was having no detectable impact



# What we found...

- Lacked clarity around what we expected from the students how to consistently deal with the issues that were arising.
- The roles of our Club Counsellors and our District Committee members weren't very clear and mostly administrative.



# What we found...

- Our program had no outlet for our passion
- Focus had become too administrative and bureaucratic



# What we found...

- We were holding others responsible for things we had influence with
- We were focusing on how participants were failing us and missed that **we were actually failing them**



# What we found...

- Upon close inspection our 'good' program was beginning to shrink in almost every measurable way.



# What we found...

- Our greatest strength was that the remaining participants were very passionate and we knew there was huge untapped potential



# The reality was...

- Our 'good' program was actually mediocre and more troubling- it was only a few steps away from being in serious trouble



# Our BGO!

- We had no compelling vision and a grossly inadequate mission

and

- If we didn't make some changes to this, things would get a lot worse



# More simply...

- We realized we had:

no destination in mind

no roadmap to get there

and a lot of excuses for our troubles!



# Our BGO caused us to ask 3 critical questions...

- Where did we want to go?
- What tools could make it easier to get there?
- How do we align all aspects of the program?



# What we did...

- Developed a ***compelling vision*** that would keep us inspired through the good and the bad

*Having fun, working with the best  
and enriching lives!*



# What we did...

- Developed clarity around what ‘the best’ looked like for each participant.
  - Student, Counsellor, Club, District Committee etc.



# What we did...

- Developed 3 Success Tools
  1. The Exchange Creed
  2. The Exchange Tree
  3. The 6 Be's



# What we did...

- We examined every aspect of the program to ensure that the tools are used in a way that moves us toward the vision



# District 5370 Exchange Student Creed

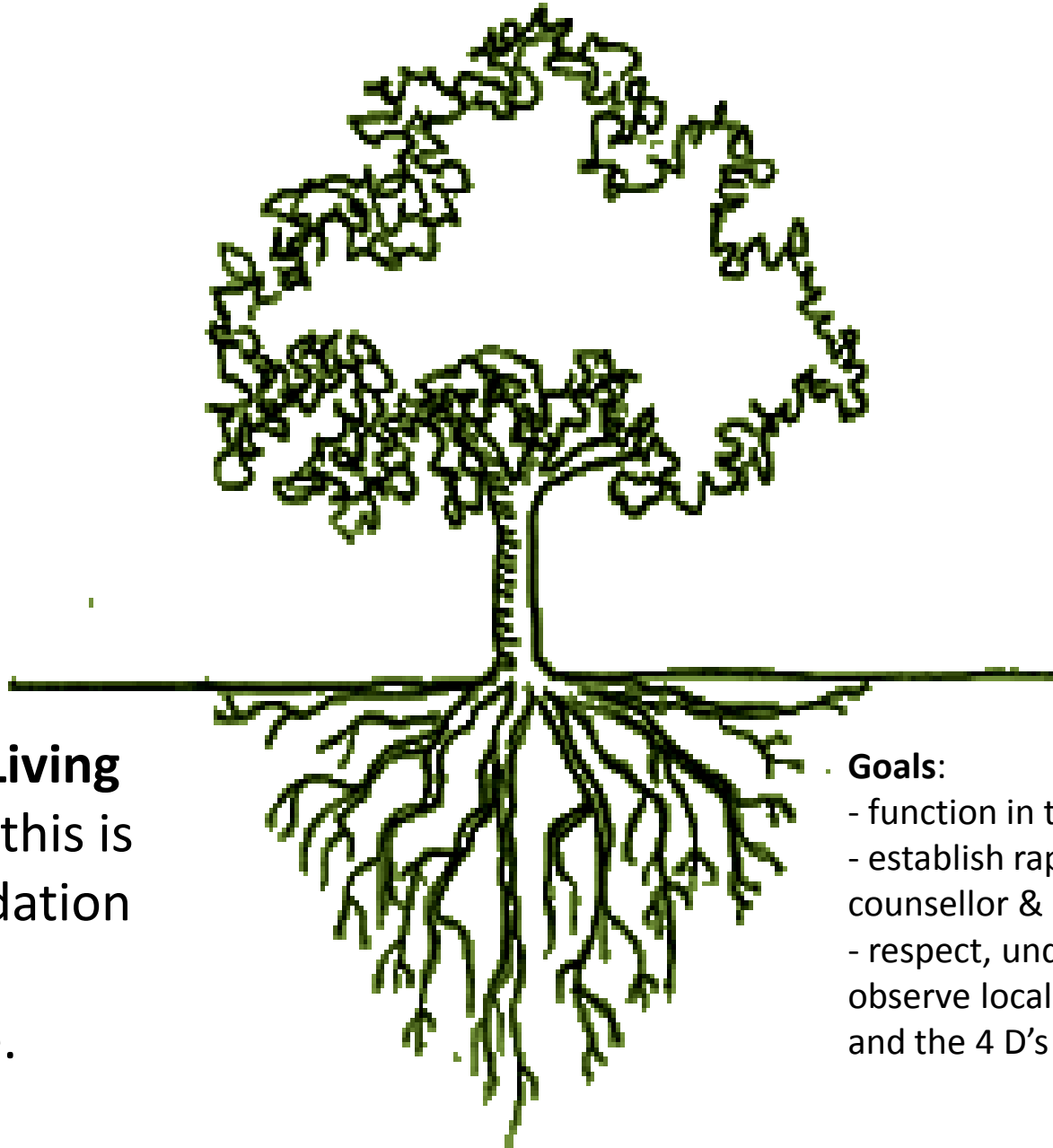
This is my experience.  
Many have been here before  
And many will follow -  
But this time is mine.

My journey will present  
numerous doors to  
Unlimited opportunities.  
Some of these doors will be open,  
Some will be closed.

But one thing I know for certain,  
**The key to all doors lies within.**



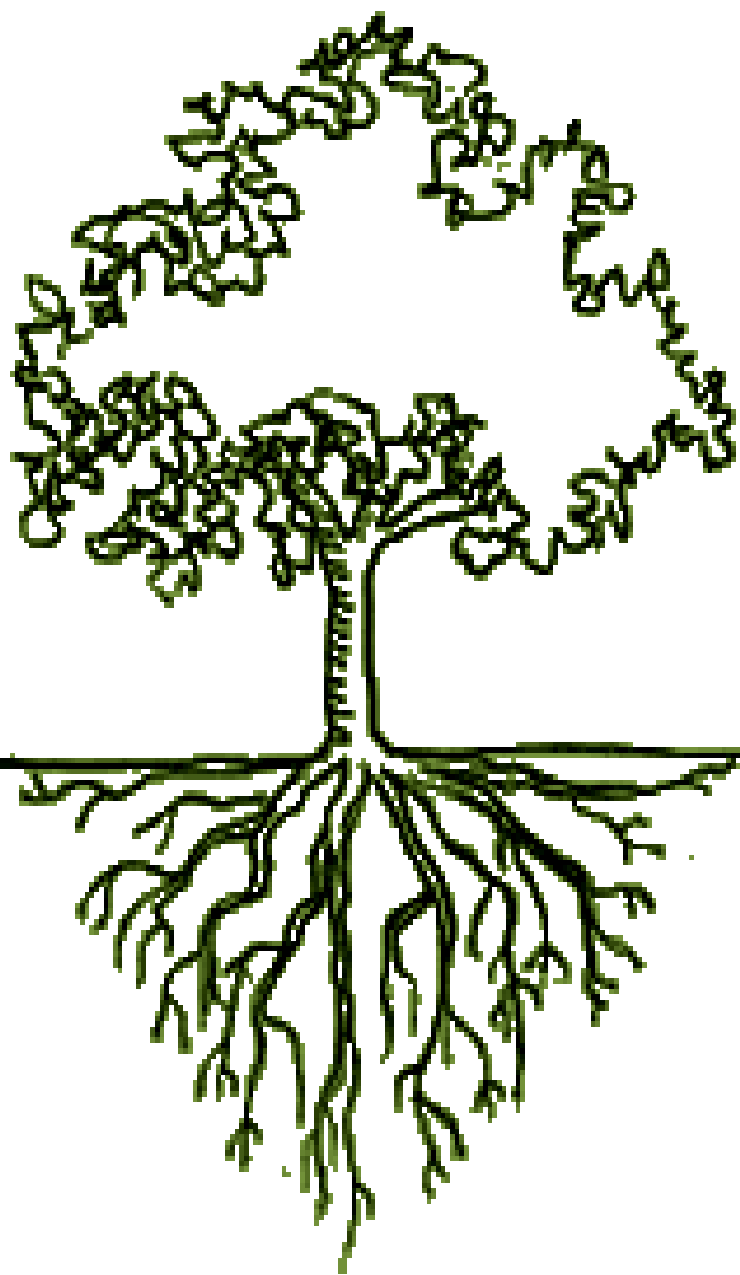
# Why do some **thrive** while others just **survive**?



**Phase I: Living Within** – this is the foundation of your exchange.

**Goals:**

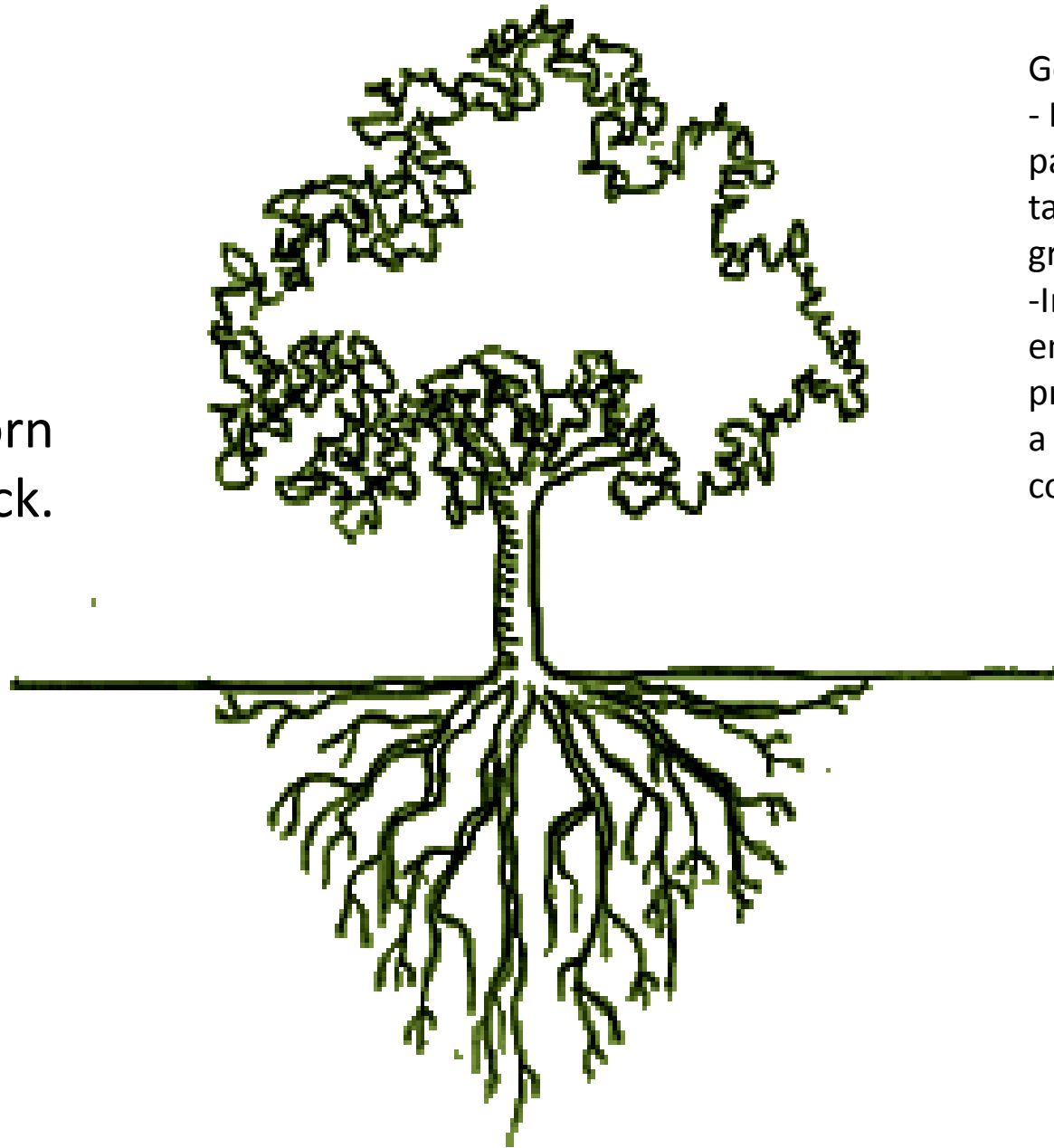
- function in the language
- establish rapport with counsellor & host family
- respect, understand and observe local customs & laws and the 4 D's



**Phase II:**  
**Ambassador –**  
growing,  
sharing and  
developing  
branching out.

- Goals:**
- Regular speaking roles
  - Extensive contact network
  - Deep understanding of local culture
  - High level of functioning in local language
  - Engaging others first about their host country and Canada

**Phase III:**  
**Leaving a**  
**Legacy –**  
“fruits” of  
your  
exchange  
year are born  
– giving back.



Goals:  
- Freely sharing  
passion, gifts and  
talents for a  
greater purpose  
-Initiating an  
endeavour or  
project that makes  
a difference in the  
community

# 6 Be's of D5370 RYE

## **Be First**

*I am a person of action!*

## **Be Curious**

*I seek to understand!*

## **Be on Purpose**

*I am certain of my outcome and move steadily toward it!*

## **Be Grateful**

*I focus on things I can be thankful for!*

## **Be of Service**

*I give of myself!*

## **Be Here Now**

*I live in the moment!*



# Is it working?



# What we are finding...

- Our new approach resonates with participants and captures their attention and imagination much more than before (clubs and families wanting back into the program)
- Increased participation and engagement and reduced early returns
- Monthly reflections have become a conversation tool that propels students forward (vs. us “checking up”)



# What we are finding...

- Students respond very positively to an empowering approach
- We are having fewer troubles with students blatantly breaking the 4D's
- Students are setting and achieving goals more **consistently** and at a higher level



# What we are finding...

- Counsellors better understand their role and we are hearing more positive messages
- Participants have developed deeper relations with one another
- District Committee members have more trusting relationships with students



# Take-Aways

- Evaluate your program and be honest
- Define where you want to go
- Develop tools to get there
- Align all aspects of the program
- Repeat as necessary...

